

Message Text

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ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 OPR-02 USIA-15 /032 W

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R 041217Z OCT 75

FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 5334

UNCLAS PANAMA 6110

FOR: CU/ARA

E.O. 11652: N/A

TAGS: OEXC, PN (FERNANDEZ, LUIS RAUL)

SUBJECT: IV FERNANDEZ: PART 2 PROGRAM INFORMATION.

REF: A-139 & PANAMA 6063

EMBASSY SUBMITS BIO DATA AND PROGRAM INFORMATION FOR IV LUIS
RAUL FERNANDEZ. MR. FERNANDEZ IS AVAILABLE FOR A 21 DAY GRANT.

A. BIODATA: PART 2 - BIOGRAPHIC DATA FOR PROGRAMMING

1. NAME: NO TITLE. LUIS RAUL FERNANDEZ

2. SIGNIFICANT POSITIONS:

PRESENT: PRESIDENT OF THE PANAMANIAN ASSOCIA-
TION OF PROFESSIONALS IN PUBLIC RELATIONS.

AST: ASSEMBLYMAN FOR THE PROVINCE OF COLON;
AMBASSADOR TO VENEZUELA; CONSUL GENERAL
IN EGYPT; VICE MINISTER OF COMMERCE;
ACTING MINISTER OF COMMERCE; ACTING
SECRETARY GENERAL, CHAMBER OF COMMERCE.

3. PERSONAL DATA:

DATE OF BIRTH: JULY 3, 1915 PLACE OF BIRTH: KINGSTON,
JANAICA

PRESENT CITIZENSHIP: PANAMANIAN

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SEX: MALE

MARITAL STATUS: MARRIED

CHILDREN - AGES: 8 CHILDREN - 33, 29, 27, 24, 21, 13, 12, 10

ADDRESS:(HOME) CALLE 5 NUMBER 5, ALTOS DEL GOLF, PANAMA CITY
(POSTAL) P.O. BOX 4846, PANAMA 5, REPUBLIC OF PANAMA

OTHER PERTINENT PERSONAL DATA:

EDUCATION: INSTITUTO NACIONAL HIGH SCHOOL; UNIVERSITY
OF PANAMA, LAW

PUBLICATIONS: HAS WRITTEN ARTICLES IN NEWSPAPERS AND
HAS BEEN EDITOR OF SEVERAL MAGAZINES.

PREVIOUS TRAVEL ABROAD:

TO US: MIAMI AND NEW YORK, 1941, 1949, 1952,
1959, 1968

TO OTHER COUNTRIES: COSTA RICA, VENEZUELA, CUBZ (1941, 1947,
1949) EGYPT, SPAIN, MEXICO, PERU, CHILE,
NICARAGUA, COLOMBIA, HONDURAS, EUROPE.

4. KNOWLEDGE OF ENGLISH: FAIR: WILL REQUIRE THE SERVICES OF AN
ESCORT-INTERPRETER.

B. PROGRAM INFORMATION: VISITOR'S SUGGESTIONS: PROFESSIONAL
INTERESTS: MR. FERNANDEZ HAS REQUESTED HIS PROGRAM FOCUS ON PUBLIC
RELATIONS, THE PRESS AND TV AS MEANS OF SOCIAL COMMUNICATION. HE
IS INTERESTED IN THE PUBLIC INFORMATION SERVICES PROVIDED THROUGH
THESE MEDIA OUTLETS. HE WANTS TO OBSERVE THE OPERATIONS OF BUSI-
NESS FIRMS AND GOVERNMENT OFFICES ENGAGED IN PUBLIC RELATIONS AND
TO VISIT UNIVERSITIES WITH SCHOOLS PROVIDING PROFESSIONAL SPECIALI-
ZATION IN THE PUBLIC RELATIONS FIELD. FERNANDEZ HAS SPECIFIED THE
FOLLOWING CITIES TO BE VISITED: WASHINGTON, NEW YORK, CHICAGO
AND SAN FRANCISCO. IN NEW YORK THE VISITOR WOULD LIKE TO ATTEND
A SESSION OR TWO OF THE NATIONAL CONVENTION FOR THE PR SOCIETY
OF AMERICA SCHEDULED IN NOVEMBER. HE WISHES ALSO TO HAVE AN
APPOINTMENT WITH J. CARROLL BATEMAN, PRESIDENT OF THE INSURANCE
INFORMATION INSTITUTE, 110 WILLIAM STREET, NYC, TLF:(212)233-
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7650. MR. BATEMAN IS CHAIRMAN OF THE PROGRAM COMMITTEE OF
THE SEVENTH PUBLIC RELATIONS WORLD CONGRESS DUE TO TAKE PLACE
NEXT AUGUST.

AVOCATIONAL INTERESTS AND HOBBIES: THEATRE, MUSIC, HISTORIC AND
TOURIST SITES. POST RECOMMENDS A TRIP TO WILLIAMSBURG OR
STURBRIDGE. MR. FERNANDEZ WOULD LIKE TO VISIT WITH THE FOLLOWING
INDIVIDUALS: A SISTER, GLORIA ALAYETO, 769 HYSLIP AVE., WESTFIELD,

NJ; A FRIEND, CLINTON CARTY, EXACT ADDRESS TO BE FURNISHED.
POST'S SUGGESTIONS: THE PROGRAM PATTERN AT EACH STOP ON MR.
FERNANDEZ'S ITINERARY CAN BE SIMILAR: A PR FIRM, A UNIVERSITY, A
TV CHANNEL AND A NEWSPAPER. PERHAPS A FIFTH DAY SHOULD BE
ADDED, SMALLER THAN ANY OF THE ABOVE AND SITUATED IN MIDDLE
AMERICA. REFERENCE NEWSPAPER VISITS, WHILE A TOUR OF THE NEW
YORK TIMES' OPERATION WOULD PROBABLY BE WELCOME, THE POST
RECOMMENDS VISITS TO PAPERS COMPARABLE IN SIZE TO THE DES MOINES
REGISTER OR THE SACRAMENTO BEE.

MR. FERNANDEZ IS A PUBLIC RELATIONS PROFESSIONAL. HE WANTS TO
OBSERVE RECENT ADVANCES IN PR IDEAS AND TECHNIQUES. HE WILL
SHARE HIS OBSERVATIONS WITH COLLEAGUES THROUGH A SERIES OF
ARTICLES IN THE LOCAL PRESS. FOR THIS REASON USIS SUGGESTS A
TOUR OF THE VOA WITH INTERVIEW FOR CROSSPLAY TO LA. MR.
FERNANDEZ IS AGREEABLE. USIS WILL PROVIDE GUIDANCE FOR THE
INTERVIEW IN A SEPARATE MESSAGE TO USIA. USIS ALSO SUGGESTS
STRINGER COVERAGE AT SOME POINT ON THE TRAVELER'S ITINERARY,
GUIDANCE WILL BE PROVIDED SEPARATELY TO USIA. USIS WILL COVER
THE COSTS OF THIS ACTIVITY.

PROPOSED U.S. ARRIVAL SCHEDULE: SEE PANAMA 6063.
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